

ORDER



KSNV

Orders
Order / Rev: 106510
Alt Order #: 06851367
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	136	\$53,440.00	\$45,424.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	136	\$53,440.00	\$45,424.00	0.00
Totals	136	\$53,440.00	\$45,424.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	30%	\$53,440.00
Market	100%	\$178,133.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$46,314.67
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$26,720.00
KTUD	0%	\$0.00
KVVU	24%	\$42,752.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,906.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	Wake Up Early w/ Wagner	CM	430a-5a	--WTF--	:30	3	\$100.00	2	0.00	NM	3	\$300.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3			\$100.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	--WTF--	:30	3	\$100.00	2	0.00	NM	3	\$300.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$100.00		0.00						
E 2	KSNV	09/17/12	09/17/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$100.00	2	0.00	NM	1	\$100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$100.00		0.00						
E 3	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$185.00	2	0.00	NM	6	\$1,110.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$185.00		0.00						
E 4	KSNV	09/17/12	09/17/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	2	\$185.00	2	0.00	NM	2	\$370.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$185.00		0.00						
E 5	KSNV	09/12/12	09/14/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.00	2	0.00	NM	6	\$2,700.00
WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$450.00		0.00						
E 6	KSNV	09/17/12	09/17/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
WAGNER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$450.00		0.00						
E 7	KSNV	09/12/12	09/14/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	12	\$550.00	2	0.00	NM	12	\$6,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	12		\$550.00		0.00						
E 8	KSNV	09/17/12	09/17/12	Today Show Today Show	CM	658a-9am	M-----	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	4		\$550.00		0.00						
E 9	KSNV	09/12/12	09/14/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	6	\$200.00	2	0.00	NM	6	\$1,200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$200.00		0.00						
E 10	KSNV	09/17/12	09/17/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$200.00		0.00						
E 11	KSNV	09/12/12	09/14/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$275.00		0.00						
E 12	KSNV	09/17/12	09/17/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$275.00		0.00						
E 13	KSNV	09/12/12	09/14/12		CM	1230-1p	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Agenda 1230pm															
The Agenda 1230pm															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3		\$200.00			0.00			
E 14	KSNV	09/17/12	09/17/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$200.002		0.00	NM	1	\$200.00
The Agenda 1230pm															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$200.00			0.00			
E 15	KSNV	09/12/12	09/14/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
Rachael Ray															
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3		\$200.00			0.00			
E 16	KSNV	09/17/12	09/17/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$200.002		0.00	NM	1	\$200.00
Rachael Ray															
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$200.00			0.00			
E 17	KSNV	09/12/12	09/14/12	M-F Today Show III 4th BM	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3		\$200.00			0.00			
E 18	KSNV	09/17/12	09/17/12	M-F Today Show III 4th BM	CM	10am-11am	M-----	:30	1	\$200.002		0.00	NM	1	\$200.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$200.00			0.00			
E 19	KSNV	09/12/12	09/14/12	Dr. Phil	CM	3-4p	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			6		\$300.00			0.00			
E 20	KSNV	09/17/12	09/17/12	Dr. Phil	CM	3-4p	M-----	:30	2	\$300.002		0.00	NM	2	\$600.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			2		\$300.00			0.00			
E 21	KSNV	09/16/12	09/16/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$900.002		0.00	NM	2	\$1,800.00
News 3 in Prime															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			2		\$900.00			0.00			
E 22	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM	CM	4-5pm	--WTF--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3		\$350.00			0.00			
E 23	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)CM	CM	4-5pm	M-----	:30	1	\$350.002		0.00	NM	1	\$350.00
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$350.00			0.00			
E 24	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM	CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3		\$450.00			0.00			
E 25	KSNV	09/17/12	09/17/12		CM	4-5pm	M-----	:30	1	\$450.002		0.00	NM	1	\$450.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$450.00			0.00			
E 26	KSNV	09/12/12	09/14/12	M-F Early News	CM	5-630p	--WTF--	:30	7	\$725.002		0.00	NM	7	\$5,075.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		7			\$725.00			0.00			
E 27	KSNV	09/17/12	09/17/12	M-F Early News	CM	5-630p	M-----	:30	3	\$725.002		0.00	NM	3	\$2,175.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		3			\$725.00			0.00			
E 28	KSNV	09/12/12	09/14/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$400.002		0.00	NM	3	\$1,200.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		3			\$400.00			0.00			
E 29	KSNV	09/17/12	09/17/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$400.002		0.00	NM	1	\$400.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1			\$400.00			0.00			
E 30	KSNV	09/15/12	09/15/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00
				Vegas Inc.											
				VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1			\$225.00			0.00			
E 31	KSNV	09/15/12	09/15/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	2	\$350.002		0.00	NM	2	\$700.00
				WKND Jeop/Wheel											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		2			\$350.00			0.00			
E 32	KSNV	09/12/12	09/14/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	6	\$725.002		0.00	NM	6	\$4,350.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		6			\$725.00			0.00			
E 33	KSNV	09/17/12	09/17/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		2			\$725.00			0.00			
E 34	KSNV	09/16/12	09/16/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$500.002		0.00	NM	1	\$500.00
				Jeopardy in Prime											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$500.00			0.00			
E 35	KSNV	09/12/12	09/14/12	Late Night w/Fallon	CM	1237a-136am	--WTF--	:30	6	\$100.002		0.00	NM	6	\$600.00
				Late Night w/Fallon											
				FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--		6			\$100.00			0.00			
E 36	KSNV	09/17/12	09/17/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	2	\$100.002		0.00	NM	2	\$200.00
				Late Night w/Fallon											
				FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		2			\$100.00			0.00			
E 37	KSNV	09/12/12	09/14/12		CM	1135p-1237a	--WTF--	:30	6	\$250.002		0.00	NM	6	\$1,500.00

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 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$250.00		0.00			
E 38	KSNV	09/17/12	09/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$250.002		0.00	NM	2	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					2	\$250.00		0.00			
E 39	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$750.002		0.00	NM	3	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$750.00		0.00			
E 40	KSNV	09/17/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.002		0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$750.00		0.00			
E 41	KSNV	09/15/12	09/16/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----SS					2	\$750.00		0.00			
E 42	KSNV	09/16/12	09/16/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$185.002		0.00	NM	1	\$185.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$185.00		0.00			
E 43	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$325.002		0.00	NM	2	\$650.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					2	\$325.00		0.00			
E 44	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.002		0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$200.00		0.00			
E 45	KSNV	09/15/12	09/15/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	3	\$325.002		0.00	NM	3	\$975.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					3	\$325.00		0.00			
E 46	KSNV	09/15/12	09/15/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$275.002		0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$275.00		0.00			
E 47	KSNV	09/16/12	09/16/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.002		0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$250.00		0.00			
E 48	KSNV	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$750.00		0.00			

Totals 136 \$53,440.00

1 of 6

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

BERKLEY FOR SENATE -30S SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	430A-459A	WAKE UP	:30	\$100.00	09/12-09/14	3	1	3	\$300.00	
		Buyline Comment: WAKE UP										
	2	M	430A-459A	WAKE UP	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
		Buyline Comment: WAKE UP										
	3	W-F	5A-6A	WAKE UP	:30	\$185.00	09/12-09/14	6	1	6	\$1,110.00	
		Buyline Comment: WAKE UP										
	4	M	5A-6A	WAKE UP	:30	\$185.00	09/17-09/17	2	1	2	\$370.00	
		Buyline Comment: WAKE UP										
	5	W-F	6A-7A	WAGNER	:30	\$450.00	09/12-09/14	6	1	6	\$2,700.00	
		Buyline Comment: WAGNER										
	6	M	6A-7A	WAGNER	:30	\$450.00	09/17-09/17	2	1	2	\$900.00	
		Buyline Comment: WAGNER										
	7	W-F	7A-9A	TODAY SHOW	:30	\$550.00	09/12-09/14	12	1	12	\$6,600.00	
		Buyline Comment: TODAY SHOW										
	8	M	7A-9A	TODAY SHOW	:30	\$550.00	09/17-09/17	4	1	4	\$2,200.00	
		Buyline Comment: TODAY SHOW										
	9	W-F	9A-10A	TODAY SHOW II	:30	\$200.00	09/12-09/14	6	1	6	\$1,200.00	
		Buyline Comment: TODAY SHOW II										
	10	M	9A-10A	TODAY SHOW II	:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
		Buyline Comment: TODAY SHOW II										